Ways you can create an identity for your university group: a graphic handbook for student Wikipedians

http://outreach.wikimedia.org/wiki/TBD
28 February 2012
Start with information about your group.

wikipedia shortcut
possible URL
variable slogan

wording for affiliation

Wikipedians at
Wikipedians of
Wikipedia Club
Wikipedian Society

school name
optional department / sub-group
variable school color(s)
variable school graphic element(s)
wikipedia shortcut
possible URL

University of Western Ontario
Public Administration
purple, white, yellow
UWO, crest, mascot, map
wp@uwo, wp:uwo / wp@uwopa, wp:uwopa
wikipediansatuwo.org
[citation needed]
Sans serif fonts like Helvetica or Arial

Wikipedians at University of Western Ontario Public Administration

Serif fonts like Times or Libertine

Wikipedian Society of New York University

Set your name in a bold classic font on a black stripe.
Combine it with iconography relevant to your group and its events.
Wikipedians at
University of Western Ontario
Public Administration

And make a signage system that guides people to your group.
Use Wikipedia:Meetup and social media to build your community.
Perhaps a Wikipedia shortcut can work as the group identifier.
Show it all or keep it real simple.
And get it out there!